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NASA Policy Directive

NPD 1383.1C

Effective Date: April 05, 2005
Expiration Date: April 05, 2016

COMPLIANCE IS MANDATORY[Printable Format \(PDF\)](#)

Request Notification of Change

(NASA Only)

Subject: Release and Management of Audiovisual Products (Revalidated 3/9/2011)

Responsible Office: Office of Communications

1. Policy

It is NASA policy to:

- a. Encourage the prompt, complete, and effective distribution of information about its activities and the results of these activities.
- b. Limit the use of proprietary or copyrighted materials so that NASA's visual imagery is freely available to the public.
- c. Protect all NASA public affairs audiovisual resources commensurate with the risk and magnitude of harm that could result from the loss, misuse, or unauthorized access to or modification of such resources.

2. Applicability

- a. This directive applies to NASA Headquarters and NASA Centers, including Component Facilities and Technical and Service Support Centers.

3. Authority

- a. The National Aeronautics and Space Act, as amended, 51 U.S.C. § 20143 as amended.
- b. OMB Circular A-130, "Management of Federal Information Resources."

4. Applicable Documents

None

5. Responsibility

- a. The Assistant Administrator for Communications or designee(s) implements shall implement and manage this directive.
- b. The Director, News and Multimedia Division, NASA Headquarters shall:
 - (1) Oversee and monitor audiovisual activities within respective area (s).
 - (2) Establish an internal review process to avoid duplication and ensure merit, as well as to ensure adherence to OMB circulars, prior to production.
 - (3) Establish processes to ensure control, dissemination, and security of NASA public affairs audiovisual resources as required by the governing provisions of OMB Circular A-130.
- c. The Center Public Affairs Directors or equivalent positions shall do the following:
 - (1) Oversee all public affairs audiovisual products and services at their respective installations.
 - (2) Propose an effective and practical system for review and approval, and monitor of audiovisual products and services within their respective installations.
 - (3) Appointing an Audiovisual or Public Information Specialist as the installation focal point for coordinating all audiovisual activities with the News and Multimedia Division and the appropriate Public Affairs Officer at NASA Headquarters.
 - (4) More specifically:
 - (a) All NASA Centers shall obtain high-quality film or video documentation of all ongoing programmatic activities.
 - (b) All NASA Centers shall participate in the Public Affairs live-shot program, arranging and placing into suitable media outlets live television interviews with appropriate spokespersons on topical issues involving Center activities.
 - (c) All NASA Centers shall participate in the Public Affairs videofile program, providing existing background footage as appropriate for the daily uplink package and researching and obtaining footage as requested.
 - (d) All NASA Centers shall provide for the maintenance at the installation (or the transfer to the National Archives and Records Administration (NARA) in conjunction with the appropriate NASA Records Officer) of film and videotape documentation of programmatic activities and make it available as appropriate to media and other requesters. All correspondence with NARA should be through the NASA Records Officer or the NASA Center Records Manager.
 - (e) All NASA Centers shall submit one copy (i.e., Sony Beta, a motion picture release print, DVD, or digital equivalent) of each audiovisual production to the appropriate element of the Headquarters News and Multimedia Division.
 - (f) Upon request of the Headquarters News and Multimedia Division or NARA, through the NASA Records Officer, the initiating installation shall provide all materials necessary to NARA for the reproduction and distribution of selected NASA productions.

6. Delegation of Authority

None.

7. Measurement/Verification

None.

8. Cancellation

NPD 1383.1A, Release and Management of Audiovisual Products and Services, dated December 09, 1999

REVALIDATED ON 3/9/2011, ORIGINAL SIGNED BY:

/s/ Frederick D. Gregory
Acting Administrator

Attachment A: Definitions

A.1 Audiovisual Product - Material containing visual imagery, with or without sound, used to convey information about NASA activities. Examples include photographs, videotapes, and motion picture footage and discs.

A.2 Audiovisual Service - Function performed in the production, reproduction, utilization, distribution, and storage of an audiovisual product. Included are scripting, photography, film processing, digital production and distribution, videotape transfer, tape or film editing, audiovisual media depository and records center operations, and support and maintenance of audiovisual equipment and facilities.

Attachment B: References

B.1 NPD 1440.6E, "NASA Records Management."

B.2 NPR 1441.1C, "NASA Records Retention Schedules."

(URL for Graphic)

None.

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